

## Development of Children's Tourism and Promotional Activities in Uzbekistan

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**Abstract:** This article describes the importance of preschool education for children and tourism as one of the most important social, economic and cultural factors in the context of globalization and the sustainable development of markets as a type of trade services to create new jobs and the development of related industries. Given.

**Keywords:** children's tourism, adaptation, research, domestic tourism, children's interest, international tourism, tourism business, world tourism organization.

President of Uzbekistan Shavkat Mirziyoyev chaired a video conference on 22 February. It critically analyzed the effectiveness of measures taken to increase the flow of foreign tourists and further develop domestic tourism, improve and expand the range of tourist services. Despite the huge potential of our country in the field of tourism, for many years this opportunity has not been fully and effectively used. Favorable economic and organizational-legal conditions for the development of tourism have not been created, everyone has been operating as they see fit.

In accordance with the Decree of the President of the Republic of Uzbekistan dated December 2, 2016 "On measures to ensure the accelerated development of tourism in the Republic of Uzbekistan", tourism has been identified as a strategic sector of the economy. The Presidential Decree of August 16, 2017 approved the program of priority measures for the development of the tourism sector in 2018-2019.

The adoption of 4 important documents of the President in this area in February of this year testifies to the high attention of our state to the development of tourism. These documents set priorities for solving the problems in the industry, increase the potential of tourism, provided many benefits and privileges for the further development of domestic tourism.

Emphasizing the role of tourism in the economy, Shavkat Mirziyoyev analyzed the situation in the country and the effectiveness of measures taken to develop the industry. The increase in the number of state units of the State Committee for Tourism Development and its regional structures, the creation of tourism departments and administrations in the regions, the posts of deputy governors have expanded the capabilities of these organizations.

In our country children tourism school o ' followers so much passionate was not \_ knowledge strengthen need was \_ \_ excursions in appearance \_ to the body from \_ In Russia in 1910, the summer activities of schoolchildren to make children happy were abolished, which, of course, did not bring pleasure to anyone. Instead, the little ones enjoyed the warm season and went on trips and healthy walks. By the way, the first health camps for children in Russia were recently established in St. Petersburg, and then in the capital. Later, pioneer groups emerged in the country that existed until the 1990s.

In order to legally regulate relations in the field of tourism, to develop the market of tourist services, as well as to protect the rights and legitimate interests of tourists and tourist entities, the Law of the Republic of Uzbekistan "On Tourism" was adopted (August 20, 1999). At the same time, the Decree of the President of the Republic of Uzbekistan "On the State Program of Tourism Development in Uzbekistan for the period up to 2005" (April 15, 1999) was an important factor in the development of the industry.

In order to improve tourism organizations and activate the market of services of small and medium-sized tourism enterprises, as well as to attract foreign investment in tourism, in 1998 the Government of the Republic of Uzbekistan established the Association of Private Tourist Organizations in Tashkent. It works closely with more than 300 tourism companies. There is a tourist base "Kumushkon" and a camping complex "Sanzar" in Uzbekistan, which are organizations of the national company "Uzbektourism". At the same time, there are Charvak, Chingan, Beldersoy resorts and about a hundred private hotels. The number of hotels in Uzbekistan that can accommodate and serve many tourists is growing.<sup>1</sup>

In 1993, Uzbekistan became a member of the World Tourism Organization (WTO; founded in 1975), which unites more than 120 countries. Uzbekistan is also a member of the WTO European Commission. The Great Silk Road project envisages the opening of a representative office of the World Tourism Organization in Samarkand region. The Great Silk Road International Tourism Advertising Gas for Tourism in Uzbekistan. (Since 1994), Business Guide JUR (in Russian and English) and other mass publications.

The variety of physical exercises used in tourism, the forms and methods of their organization are one of the important factors in educating the population, especially the student youth, to physical and spiritual maturity. Therefore, the Law of the Republic of Uzbekistan "On Physical Culture and Sports" (January 14, 1992), "On Education" (August 29, 1997), "National Training Program" adopted by our government. The laws are aimed at increasing the spiritual and physical development of the younger generation.

The modern man should know the latest information about leisure, tourism and travel because they are already an integral part of our lives. Of course, you can relax in the country in the old style, but the number of those who want to spend their vacation in a resort or recreation center is growing.

- Today, the main task facing the tourism industry is to create high-profit tourism networks aimed at meeting the needs of domestic and international tourism, taking into account the natural climate, recreational socio-economic and historical-cultural potential of Uzbekistan. In order to gain a strong foothold in the international tourism market, Uzbekistan needs to create a high level of convenience for tourists, a system of standards for all types of services, the creation of security guarantees.
- Therefore, on September 19 in the conference hall of the Palace of Youth Creativity the State Committee for Tourism Development of the Republic of Uzbekistan, the Ministry of Innovation Development of the Republic of Uzbekistan, the Ministry of Health, the Intellectual Property Agency, the State Committee for Ecology and Environment, In cooperation with the Ecological Movement, a scientific-theoretical seminar for young researchers on "Fundamentals of innovative and scientific development of tourism in Uzbekistan" was organized by the NGO "Republican Council of Young Scientists" under the auspices of the Youth Union of Uzbekistan.
- The scientific-theoretical seminar was held in accordance with the Decree of the President of the Republic of Uzbekistan dated February 3, 2018 PF-5326 "On additional organizational measures to create favorable conditions for the development of tourism potential of the Republic of Uzbekistan" and the Republican Council of Young Scientists. "Was conducted in accordance with the objectives of the Charter of the non-governmental non-profit organization.
- The seminar will focus on the development of research in the field of tourism based on world experience, increase the effectiveness of research in the field of tourism, find multidisciplinary solutions to the problems of tourism, widely implement the results of

<sup>1</sup><https://maybegotravel.ru/uz/what-to-see/portal-detskii-poznavatelnyi-turizm-nazvany-luchshie/>

research in the field of tourism. issues such as the establishment of a Scientific Advisory Board of Researchers.

- According to international organizations and organizations, many types of tourism are growing at an average rate of 5% per year, while ecotourism is growing at an average of 20-30% per year. The scientific experience and conclusions of many experts and researchers show that despite the fact that ecotourism is a new and young direction of tourism, its popularity is growing 2-3 times faster than other tourist destinations - says researcher at the National University of Uzbekistan Nodir Khurramov.
- According to the results of our scientific research, tour operators providing ecotourism services operate mainly within the Chimgan-Charvak recreation zone. However, the Gissar, Bobotag, Kohitangtog (Surkhondarya), Chakchar (Kashkadarya), Nurata (Navoi-Jizzakh), Zarafshan (Samarkand), Turkestan (Jizzakh), Aloy (Fergana), Qurama, Chatkal (Namangan) mountains of Uzbekistan, Kyzylkum desert in Uzbekistan mountains, Kyzylkum desert, dried bottom of the Aral Sea and saline lakes, Ustyurt plateau, Borsa kelmas salt, Mingbulak basin, Aydarkol, Dengizkol, Amudarya and Syrdarya riverbanks, Muruntau quarry and unique natural monuments. . Speleotourism (cave tourism) has great potential in Uzbekistan, which is rich in unique attractions and unique landscapes. Currently, there are more than 500 caves in Uzbekistan, and according to the data, none of them are organized eco-tours due to lack of tourist infrastructure, - said Sirojiddin Khalilov, an independent researcher of the 2nd stage of "Economics of Service Sectors."
- Innovative development of tourism in Uzbekistan contributes to strengthening the country's economy, creating a strong tourist network, strengthening the impact of public administration on tourism infrastructure, improving living standards, environmental security, preservation of historical and cultural monuments, environmental protection and spiritual potential of society. does.
- The scientific-theoretical seminar was held in the fields of cultural and historical tourism, eco-tourism, archeological tourism, medical tourism, mountain tourism.
- The main results of the seminar are the interest of young people in the integration of science and tourism as a principle of "national priority", the growth of fundamental research in tourism and the rational use of material and intangible resources. - The methodological basis will be developed in the form of interdisciplinary research, the creation of a "academic space" for dialogue of young scientists in the field of tourism.



The best time to travel to Uzbekistan is from March to June, then from early September to October. It is unlikely that you will take a small child on a trip to ancient cities and attractions in the summer, for example. You can also visit Uzbekistan in the winter, for example, climbing mountains and enjoying the winter scenery of mountainous Uzbekistan, skiing and sledding, snowboarding and skipping. You can come to Tashkent at any time of the year and show your children the most beautiful subway in the world .

This is the most important factor in travel. Before traveling to any unfamiliar country, it is important to check the health of the child, to know if he is allergic to anything, in order to avoid unpleasant consequences in the future. Be sure to bring a standard first aid kit with you on the trip: antipyretics, antiseptics, antibiotics, alcohol, and other necessary medications. In Uzbekistan, medicine is in demand, at least in the capital there are pharmacies and emergency medical centers. The most important thing when traveling to Uzbekistan is to take into account the weather, not to walk without covering your head in hot and cold weather.<sup>2</sup>

Children have a very good memory and travel is a great opportunity to improve their worldview, learn foreign languages. There are a lot of historical places in Uzbekistan, and it is important to have a good guide who will be able to attract even the smallest tourist, and perhaps make him come back in the future. The main thing for parents is to put their child in a positive direction and present him with a trip as an adventure, a trip to Uzbekistan and an introduction to a real oriental fairy tale.

Climate change, environmental changes are perceived differently by children, so in the early days of the trip we recommend setting up a child-friendly regimen, giving less impressions, preventing overheating or cooling, and being careful when eating local food. taking the first step, experiencing new impressions and emotions, and it is very important to always be with the child, to be his protector and helper, inventor and protector. So follow these rules and travel with pleasure.

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<sup>2</sup><https://uzbekistan.travel/uz/o/bolalar-bilan-sayohat/>

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